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LITERATURE, GLOBALIZATION AND MEDIA : A FEW COUNTERS AND NUANCES



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ABSTRACT

Less known, Less well-known, less read, less well-read, less explored, less well-explored, less taught, less well-taught, less interpreted, less well-interpreted, less analyzed, less well-analyzed, less evaluated, less well-evaluated, less criticized, less well-criticized, less appreciated, less well-appreciated, less examined, less well-examined and more readily dismissed by political ideological Western critics, this inter-mutual tradition of literature, globalization and media is quite rich, diverse, varied, excellent in both written and oral modes

but unfortunately often neglected and out of the domain of the occidental-centric critical scrutiny. A survey of that tradition will not only testify the greatness of literature, globalization and media but it will also establish a *raisonde'tre* of the present study in respect of the exploration and examination of a few counters & nuances of literature, globalization and media.

KEYWORDS

Literature, Globalization, Media, ideological hegemony, *glocal age*